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FOR IMMEDIATE RELEASE

**VISIT SLO CAL HOSTS ANNUAL SLO CAL SUMMIT 2025:
“FLOURISHING: TODAY & TOMORROW”**

Cathy Cartier, President & CEO of Visit SLO CAL to deliver “SLO CAL: 10 Years & Beyond”

Fresh findings on who visits SLO CAL and why, revealing key drivers behind regional visitation.

The event will bring SLO CAL’s tourism industry together on Nov. 13.



Image Courtesy of Visit SLO CAL

San Luis Obispo County, California, [November 11, 2025]— Visit SLO CAL, the official destination management and marketing organization (DMMO) for [San Luis Obispo County](#) (SLO CAL), will host the [2025 SLO CAL Summit](#) on November 13 at Embassy Suites by Hilton San Luis Obispo (333 Madonna Rd, San Luis Obispo, CA 93405). The event will take place from 11:30 AM – 5:00 PM, bringing together over 250 tourism leaders, partners, lodging investors and stakeholders from across the region.

This year’s theme, *Flourishing: Today & Tomorrow*, will explore how individuals, organizations and the community can not only sustain but thrive, while leaning into radical collaboration to shape a resilient future. The Summit will feature a regional update from Visit SLO CAL President & CEO, Cathy Cartier, and a series of educational speaker sessions. Doors open at 11:30 AM with lunch, followed by the program from 12:30 PM – 4:00 PM. A [SLO CAL Crafted](#) pop-up artesian market and networking reception will close out the day.

“We’re constantly amazed by the creativity and grit of SLO CAL’s tourism industry, it’s the heartbeat of our economy and community,” said Cathy Cartier, President and CEO of Visit SLO



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CAL. “At this year’s Summit, we’re bringing fresh ideas, bold strategies and collaborative solutions designed to help our region not just thrive but absolutely flourish.”

The program will highlight the current state of tourism across SLO CAL and California, offering insights into who visits the region and what drives their travel decisions. The Summit will explore the science of human flourishing and how it impacts the tourism industry and community growth. Attendees will gain practical strategies for applying a growth mindset, innovative marketing and forward-thinking solutions to help the region thrive.

Key Highlights of the SLO CAL Summit include:

- SLO CAL: 10 Years & Beyond
 - Cathy Cartier, President & CEO, Visit SLO CAL
- SLO CAL: Where Brand Meets Impact – diving into Visit SLO CAL’s new brand campaign
 - Molly Cano, Vice President of Marketing, Visit SLO CAL
- Visitor Insights: Understanding Our Audience — discover who the SLO CAL traveler is with insights from the latest Visitor Profile Study
 - Mike Dabadie, CEO & Founding Partner, Heart & Mind Strategies
- Human Flourishing: A Fireside Chat — exploring what it means to truly flourish
 - Dr. Ryan Olson, Research Professor, University of Virginia
 - Mike Dabadie, Heart+Mind Strategies
- Autonomous Innovation: Transforming Mobility in Phoenix — mobility through the lens of Phoenix’s groundbreaking partnership with Waymo autonomous vehicles
 - Ron Price, President & CEO, Visit Phoenix
 - Mike O’Shaughnessy, Deputy Aviation Director for Operations, Phoenix Sky Harbor International Airport
- Forward Together: Building the Future of California’s Tourism Economy — update on global marketing programs that drive demand for the Golden State
 - Caroline Beteta, President & CEO, Visit California

The summit will conclude with a networking reception featuring light bites from Alba Provisions + Flowers, and SLO CAL wines from Wolff Vineyards, Epoch Estate, Denner Vineyards and Laetitia Winery. There will also be a SLO CAL Crafted pop-up market on-site, showcasing local businesses: Leo Leo Gelato, Brown Butter Cookie Company, Yes Cocktail Co., Central Coast Stitchwork’s, Amandalee Designs, Woven Handmade, Mical Skincare and Kiler Ridge.



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In 2024, tourism in SLO CAL generated \$105.6 million in local tax revenue. Without this revenue, each local household would need to pay an additional \$21,707 to provide the same economic benefit for the community, and an additional Furthermore, each household would need to spend an additional \$1,855 in taxes to create the same economic impact for local businesses.

For more information about Visit SLO CAL and the SLO CAL Summit, visit slocal.com/summit or email Mayla Lohnes, mayla@slocal.com.

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ABOUT VISIT SLO CAL:

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County, known as SLO CAL. Positioned midway between San Francisco and Los Angeles, SLO CAL features more than 100 miles of breathtaking coastline, rolling vineyards covering over 40,000 acres and some of California's most scenic open roads, including the iconic Highway 1. Visit SLO CAL promotes the region as a premier West Coast destination, celebrated for its signature slower pace of life and diverse, immersive experiences. By enhancing the area's reputation as a dynamic place to live, work and visit, Visit SLO CAL strengthens the local economy and creates opportunities for the entire community. Built on research and a strategy of continuous improvement, the organization is committed to showcasing SLO CAL's unique charm to travelers from around the world. For more information, go to slocal.com.

ABOUT SLO CAL SUMMIT:

Visit SLO CAL's SLO CAL Summit is an annual celebration of the tourism industry. This event brings together multiple sectors throughout SLO CAL including lodging investors, tourism-facing businesses, elected officials and destination marketing organization (DMO) partners for an afternoon of education, updates from SLO CAL's President & CEO and networking. For more information, go to slocal.com/summit.

ABOUT SLO CAL CRAFTED:

SLO CAL Crafted celebrates the outstanding quality of farmers, crafters and artists in San Luis Obispo County (SLO CAL). Fine wines, hand-shaped surfboards and award-winning olive oils are just a few of the exceptional SLO CAL Crafted products coveted by locals and adored worldwide. SLO CAL Crafted is an initiative of Visit SLO CAL, and an organization working to inspire travel and foster unique experiences to create life-long ambassadors and economic growth for SLO CAL. For more information, go to slocal.com/slocalcrafted.